



**South Congress Preservation and Improvement District  
2017 Service Plan**

**INTRODUCTION**

During Fiscal Year 2017, South Congress Improvement Association (SCIA) will continue to implement its mission to:

- Protect and strengthen the business, culture, arts, and entertainment environment of South Congress;
- Preserve South Congress as a vibrant mixed use district so that locals and visitors will utilize its diverse offerings;
- Communicate the concerns of the South Congress community to local and state entities;
- Support initiatives on issues of public policy that affect the community; and
- Continue to grow South Congress in its stature as an important economic and cultural asset to the community for today and future generations.

**SERVICE PLAN**

For the PID's third year the mission is executed in four program areas:

**FY 2017 Preliminary Budget Expenditures (by Program Area)**

• Public Safety	\$25,996 (25%)
• Infrastructure / Physical Environment (Maintenance & Improvements)	\$25,996 (25%)
• Marketing / Fundraising/Economic Development	\$25,996 (25%)
• Administration	\$25,996 (25%)

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<b>Total</b>	<b>\$103,984 (100%)</b>
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**SERVICE AREAS**

Public Safety

Work with the City to identify, communicate, and address issues of concern to the District. The focus will include programs to:

- Enhance vehicular and pedestrian safety
- Improve public event security
- Create safety partnerships in the public and private sectors
- Advocate for a neighborhood watch program that can work in concert with community policing patrols and circulation
- Raise the bar on standards to reduce risks and encourage responsible operations within the district

### Infrastructure and Physical Environment (Focus on Maintenance and Near-Term and Longer-Term Improvements)

Coordinate strategies, plans, and partnerships for physical improvements in the district such as signage, sidewalks, gateways, etc. The focus will include programs to:

- Clean the structures and surface infrastructure (public and private space)
  - Provide daily litter removal services, periodic sidewalk washing and prompt, efficient graffiti removal throughout the District
  - Encourage higher standards of private signage and ATM placement
  
- Create systems of order to unify the district
  - Public area lighting (tree lighting)
  - Signage and Banners
  - Transportation systems (taxis, valets)
  - Vendors
  - Public Restrooms
  
- Advocate for longer-term improvements
  - Develop a specific consensus plan and identify funding for South Congress streetscape that respects the unique nature of the district, including vehicle lanes and flow; sidewalk width and material; and street parking
  - Enhance landscaping, scenic areas, and parks
  - Maintain coordination with the City on physical infrastructure upgrades, such as utility lines and alleys
  - Collaborate with other organizations to create programs that encourage public (or alternative) transportation methods to the district

### Marketing/Fundraising/Economic Development

Promote the economic health of the district and the association through strategic partnerships, marketing and public relations, and events and other fundraising opportunities.

- Promote the district with the South Congress (SoCo) brand, and events that bring a diverse market to, and take advantage of, the unique nature of the district
- Share information and tools with property and business owners to help diversify the district mix
  - Encourage business-to-business mentorships
  - Host forums for business success, education, and self-enforcing standards
  - Promote existing resources and incentives for business success
  - Serve as an ombudsman for businesses and property owners within the district
- Pursue financial sustainability to increase resources and effectiveness
  - Produce new events and help add value to current events within the district
  - Develop and maintain current partnerships with other organization and businesses for promotional and funding opportunities
  - Improve the district common area management, such as sidewalk vendors, parking, and valet parking options
- Create and maintain communication for effective interaction with residents, the City, and the community at large, including the following methods:
  - Informational website

- Website updates, highlighting important issues, current events, businesses, and other items of interest
- Media relations that educate
- Monthly e-mails to subscribers
- Quarterly newsletters
- Quarterly forums (informational and educational meetings)
- Direct outreach to owners & operators

### Administration

- Contract oversight for Service Areas
- Contract compliance for SCIA contract, including bookkeeping and reporting SCIA Membership/PID Residents
  - Regular committee meetings
  - Special-topic meetings
  - Annual membership meeting
  - A complete and current database of property owners, both members and nonmembers
  - Membership program expansion for non-property owners with an interest in the district

### **SUMMARY**

With the initiatives described in this service plan South Congress will continue to progress toward realizing the vision of a vibrant, mixed-use district offering shopping, restaurants, and entertainment that is a source of cultural and economic pride for Austinites.

S-Congress\_PID\_Five\_Year\_Assessment\_Plan

Table 1: Revenue Projections						
Source	2015	2016	2017 *	2018	2019	Notes
Assessed Value	\$43,236,009	\$47,559,610	\$52,315,571	\$57,547,128	\$63,301,841	10% increase per year assumed
Assessment Rate	.20/100	.20/100	.20/100	.20/100	.20/100	
Total Assessments	\$86,472	\$121,382	\$164,073	\$115,094	\$126,604	
Collection Rate	90%	90%	75%	90%	90%	assumes collections stabilize at 90%
PID Assessment Revenue	\$77,825	\$109,244	\$123,055	\$103,585	\$113,943	
City contribution	\$ 3,600	\$ 2,751	\$ 4,188	\$ 2,679	\$ 2,679	
Collected minus Appropriated		\$2,301	(\$26,413)	\$0	\$0	
Earned Interest		\$1,794	\$3,154	\$2,000	\$2,000	
Withheld for City reserve	(\$2,000.0)	(\$4,000)				City reserve sufficient after 2016
Total PID revenue	\$75,825	\$112,090	\$103,984	\$108,264	\$118,622	
<b>Total Revenue</b>	<b>\$ 75,825</b>	<b>\$ 112,090</b>	<b>\$ 103,984</b>	<b>\$ 108,264</b>	<b>\$ 118,622</b>	

Table 2: Expenditure Projections						
	2015	2016	2017 *	2018	2019	Notes
Public Safety	\$ 15,165	\$ 22,418	\$ 25,996	\$ 21,653	\$ 23,724	
Infrastructure and Physical Environment	\$ 15,165	\$ 22,418	\$ 25,996	\$ 21,653	\$ 23,724	
Marketing, Fundraising and Economic Development	\$ 15,165	\$ 22,418	\$ 25,996	\$ 21,653	\$ 23,724	
Administration, Communications & Membership	\$ 30,330	\$ 44,836	\$ 25,996	\$ 43,306	\$ 47,449	
<b>Total Expenditures</b>	<b>\$ 75,825</b>	<b>\$ 112,090</b>	<b>\$ 103,984</b>	<b>\$ 108,264</b>	<b>\$ 118,622</b>	

\* 2017 Assessments, Service Plan and Budget for Council Adoption